



HOME FURNISHING HEADQUARTERS

The New Pendleton Shop

PENDEC COORDINATED MERCHANDISE

1943 · Guide to Decoration

PENDEC SCHEME 206



THE American ways of gracious living are the fundamental motif in this Pendleton series of eighteen new room schemes. For these ways are as many and varied as our own personalities. Therefore you'll find included in the new Pendleton display every period in vogue today — from Colonial, Regency, Eighteenth Century English and French, to Modern. The decorative style that best expresses you and your home is here — complete in every appointment.

The rooms illustrated in this "Guide to Decoration," are my 1943 interpretations of the nine basic colors, the patterns and period designs that comprise this open stock decorating plan. Everything matches because everything is made to match. Everything is color-planned and flawlessly co-ordinated — sized right, priced right — because I have composed each room to your needs, your loves, with your budget in mind. I am very happy to welcome you to the new Pendleton Shop.

Artist-Designer

Eighteen Beautiful New Room Settings to Inspire You

"TO KEEP UP THE HOMES WE'RE FIGHTING FOR"

New Pendleton Furniture and Pendec Matched Accessories

STYLED AND COORDINATED BY JOSEPH B. PLATT

WASHINGTON (201 Front Cover) This is a thoroughly contemporary living room, designed in the American tradition, developed in tones of Pendec Gold, flattered by Pendec Grey; it borrows from American heritage in its spattered floor and federal American draped curtains, trimmed in gold, gold and black lamps, and simple assemblage.

The Pendleton furniture is late Eighteenth and Nineteenth Century English in design. The sofa is Regency in styling—scaled for the average living room. The armless fireside chairs and the small upholstered chairs with tufted seat and back have unusual comfort for their size. The living room desk table is taken from the traditional George Washington desk.

FIFTH AVENUE (210 right) With Pendec grey for a background and Pendec wine for an accent, this modern bedroom combines artfully simple pattern in its printed curtains and chair cover. Large-scaled candlewicking is used for the bedspread which is as modern as today and as old as the art of candlewicking. A reproduction painting hanging over the dressing table mirror suggests a trumeau arrangement.

The furniture—from the Twentieth Century American Pendleton Ensemble—is sectional, flexible and practical. The clean simple lines and mahogany surfaces with inlaid bandings are modern Hepplewhite, but the functional features are distinctly modern.

ARISTOCRAT (206 left) This smart dining room, developed in tones of Pendec green, has a beautiful woven textured carpet; pale green walls; deeper green velvet forms the valances; smartly and simply hung glass curtains complete the window treatment. The host chairs are upholstered in a green velvet that matches the window valance.

This Pendleton dining room group is Georgian in design with a large credenza sideboard and graceful carved-peDESTAL table. The side chairs are reproductions of old Chippendale models with pierced backs. Here is a stately and beautiful group for the sizeable dining room.



PENDEC SCHEME 210





PENDEC SCHEME 209

YESTERDAY AND TODAY (209 above) Tones of Pendec wine combine in pattern and texture to make this gaily modern living room. The dark wine wall suggests a Victorian tone, flattering to the mahogany furniture; the handsome striped fabric also makes the curtains, and a flower box of greenery and a bulletin board become the focus of this interesting room.

This furniture from the Twentieth Century American Ensemble consists of many interesting pieces, several of which are adaptable to two or three purposes. For example, the low corner table provides arms for the armless chairs. The armless chairs join to make a sofa of any size desired, and corner seat is available. The lounge chair is modern in type. The tub chairs are tufted. Corner bookcase is provided with additional sections. Also there is a desk-chest. Here is really smart and practical Pendleton furniture for the library or small living room. For upholstery covers, there is a large selection in Pendec co-related colorings.



CARIBBEAN FARMHOUSE (208 below) This room indicates the manner in which American country living has absorbed modern sophistication. With the Pendec Caribbean leaf pattern wallpaper, the "go-together" mahogany furniture contributes a lived-in modern look. The spattered floor is broken interestingly by the use of a shaped cotton rug under the dining table.

This grouping is part of the Pendleton Multiple ensemble in Twentieth Century American Motif—a flexible group, adaptable to present day houses and apartments. In the complete ensemble for living room, dining room and bedrooms, there are many types and sizes of pieces designed to fit together. The table has drop leaves and extends to 95" in length. It can be folded up to use as a room table. The love seat and chests form an unusual and practical arrangement for this combination living and dining room.

PENDEC SCHEME 208

POMPADOUR (204 below) Pendec rose radiates against Pendec grey to flatter this charming French Provincial furniture. The soft rose tone of the carpet is reflected more intensely in the brilliant plaid of the bed covers and curtains. The gay charm and sophistication of this room will wear happily for many years.

This French Provincial bedroom group is finished in dusty old white, which produces the mellow antique effect. The drawers are striped in antique gold. The bed is the typical Provincial open footboard type. The vanity has seven drawers and a low gallery around the top, and a Provincial mirror with the shell ornament highlighted in antique gold. The large dresser and five-drawer chest have gracefully shaped tops and typical antique brasses of the periods. Here is a gay traditional Pendleton group for the guest room or young lady's room.

PENDEC SCHEME 204



PENDEC SCHEME 205

PROVENCE (205 above) Pendec turquoise in taffeta and satin, curtains and bedspreads tailored as Du Barry might have preferred them, this French country bedroom in its charming, simple color scheme would be consistent with many period homes.

The Country French bedroom group is finished in dusty old white, giving the mellow antique appearance so desirable in painted furniture. The bed has the open footboard, the headboard has the stately pediment design. The five-drawer vanity is typical Louis XVI in style with fluted posts and French ornamentation on the mirror. The dresser and five-drawer chest have fluted posts and all drawers are striped in antique gold in the French manner. This Pendleton group makes for a most refined and feminine bedroom.



PENDEC SCHEME 213

TENNESSEE (213 above) Unusual use of candlewicking stretched on the wall from dado to cornice accentuates the Colonial charm of this turquoise and white bedroom. The dignity of the furnishings reflects the staunchness of American tradition. Gay bouquets in shadow boxes add a note of color. Filmy, washable draperies are a consistent window treatment.

The Pendleton group in swirl mahogany veneer is Hepplewhite in design, very moderately priced. The bed has foot panel of unusual interest, light in appearance with reeded posts. The five-drawer chest and four-drawer dresser are both of ample size, with fluted chamfered corners and tops which are gracefully shaped. The vanity is the seven-drawer pedestal type with a Hepplewhite mirror ornamented with sheaf of wheat. Here is a fine traditional Pendleton group in low price bracket.



Complete Design and

(Below) Pendec daisies embroidered and printed.

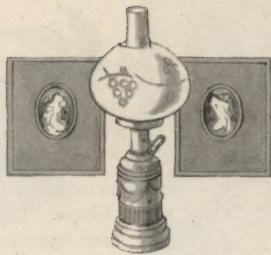
The embroidered washable bedspread and matching needletuft rug are shown in the room setting called DAISY CHAIN.

The wallpaper shown is also the border paper used in that room.

This charming daisy motif, variations of which are repeated in a wide selection of Pendec furnishings and accessories, is new and dashing and extremely versatile. Pendec daisies may be combined with striped or plain fabrics in harmonizing tones to produce a variety of interesting effects in rooms having an air of unstudied simplicity or calculated elegance.



Color Harmony



(Below) There is character in these Pendec rugs.

The large shaped rug is used in the WASHINGTON room. The two matching parts may be placed together to make a large shaped center rug.

Also shown are details of floor coverings in Pendec Schemes 214, 206 and 202.

These are but a few of the handsome Pendec floor coverings created to harmonize with Pendleton furniture and accessories. Offered in a choice of Pendec colors, these flexible designs are equally at home on plain or painted floors, and combine happily with Seventeenth and Eighteenth Century English or American furniture as well as with modern.



PENDEC SCHEME 215

AFTER DARK (215 above) This luxurious room, in tones of Pendec peach, is a charming setting for family life or party background. The deep tone of the wall contrasts the pale peach of the floor which is reflected again in the architecturally draped valances under which are hung a Georgian patterned faille deeply fringed. The tall upholstered host chairs in eggshell satin add a modern note.

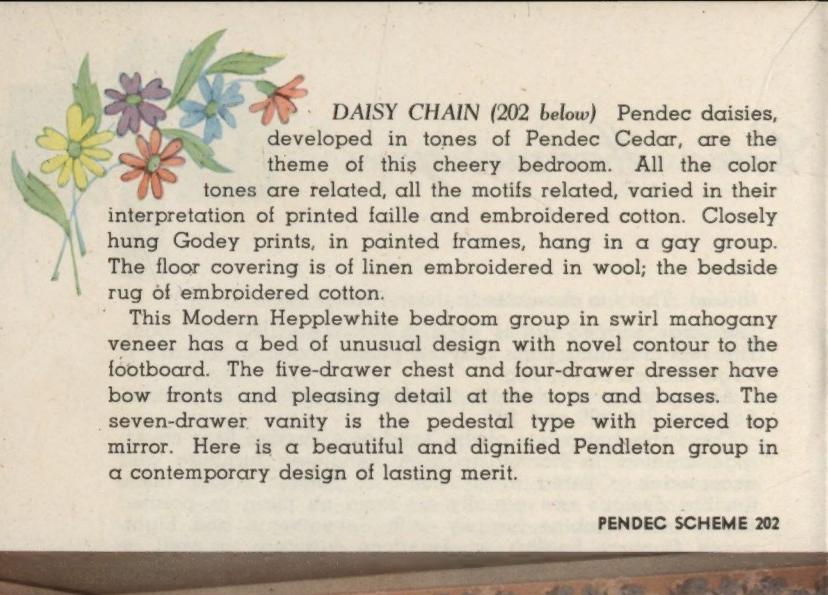
This important Pendleton dining room group in swirl mahogany veneer is Regency in design. The large credenza sideboard has ample drawer space and two large cupboards. The table has the typical Regency lyre pedestals and the side chairs are reproductions of an old model with a faithfully executed carved splat back. The large cabinet with interesting Regency detail makes this group suitable for a large dining room done in an important manner.



PENDEC SCHEME 211

NIGHT BLOOMING (211 above) For sophisticated living nothing could be more strikingly smart than the black wallpaper, striped in gold and blue, the Pendec blue carpet, the gold tone of the draperies and upholstery material. The Pendec daisies are found in the striking border which frames the room and forms the valances of the window draperies.

This Pendleton dining room group is in the new honey-colored walnut finish. The credenza sideboard was modeled after an old French original with paneled doors and three drawers. The table has typical French tripod bases with Louis XVI ornaments. The cabinet is the large breakfront type with pierced fret ornament in the glass doors. The lyre back side chairs are of graceful French design, with upholstered back arm chairs.



DAISY CHAIN (202 below) Pendec daisies, developed in tones of Pendec Cedar, are the theme of this cheery bedroom. All the color tones are related, all the motifs related, varied in their interpretation of printed faille and embroidered cotton. Closely hung Godey prints, in painted frames, hang in a gay group. The floor covering is of linen embroidered in wool; the bedside rug of embroidered cotton.

This Modern Hepplewhite bedroom group in swirl mahogany veneer has a bed of unusual design with novel contour to the footboard. The five-drawer chest and four-drawer dresser have bow fronts and pleasing detail at the tops and bases. The seven-drawer vanity is the pedestal type with pierced top mirror. Here is a beautiful and dignified Pendleton group in a contemporary design of lasting merit.

PENDEC SCHEME 202



CARIBBEAN MANOR HOUSE (212 below)
Pendec Caribbean leaf in tones of grey and gold curtains the entire side of this living room, framed in a painted valance of ivory, with matching walls. The grey of the floor and the grey satin matelasse of the upholstered chairs is contrasted by the green lacquer table.



The Pendleton furniture in this living room ensemble is Modern Regency in styling. The sofa is trim, yet ample in capacity. The upholstered skirted chairs and the armless chair have surprising comfort. The credenza bookcase has a desk compartment, cupboard and drawers. The large green coffee table has a glass top.

PENDEC SCHEME 212



PENDEC SCHEME 217



TEA TABLE (208S above - left) The tea table is set with a leaf pattern cloth to match the barrel back host chair in a print which repeats again in the wallpaper — a new note of sophistication.

JUNGLE PARLOUR (217 above) Caribbean leaf, in tones of Pendec peach and white, accented with Pendec turquoise, forms the basis of this fireplace group. The handsome lamps are of important size.

This charming Pendleton fireside ensemble is modern in spirit, with the skirted armless chairs used as a pair and the blue table.



PENDEC SCHEME 207

BROMPTON (207 above) Radiant as a flower garden, this bright bouquet in Pendec tones printed on a white ground, is the decorative keynote of this Eighteenth Century Bedroom. Pendec blue of the wall and floor covering is fortunately contrasted to the warm mahogany tone of the Pendleton furniture. Groups of flower prints uphold the flower theme.

The Pendleton bedroom grouping is Colonial Hepplewhite in design with rich hand-rubbed finish on the swirl mahogany surfaces. The bed has low reeded posts. The four-drawer bow-front dresser is commodious and there are two types of chests, — the five-drawer bow-front chest shown and an alternate serpentine front chest-on-chest, larger in size. Also available is a seven-drawer pedestal gracefully shaped vanity. Here is a beautiful and important group, properly scaled for the master bedroom.

BERKELEY SQUARE (203 below) Stripes on the floor, done in wool on a linen rug, give a modern Eighteenth Century note to this smartly simple bedroom. A garland of cords and tassels form the only note of ornament; and curtains, bedspreads and comfortable are of Celanese taffeta.

This Pendleton bedroom group in swirl mahogany veneer is styled in the graceful Hepplewhite manner. The bed has head and foot panels framed in with delicate reeded mouldings. The headboard has Prince of Wales Plume insert. The large dresser and five-drawer chest have serpentine shaping on the fronts and the vanity is the low modern six-drawer pedestal type so popular today. Basically good traditional design with simple "streamlined" contemporary treatment makes for lasting artistic value.

PENDEC SCHEME 203



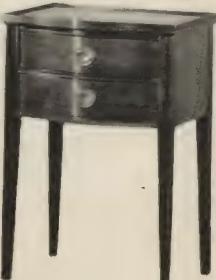
HORIZON (217S right) This Pendleton living room group is beautifully styled, and provides the maximum of comfort for an average sized living room, yet the cost is very moderate.

The skirted sofa has a two-cushion back, both back and seat are tufted. It is trim in design yet seats three comfortably. The graceful piped-back wing chair adds dignity and the upholstered pull-up chair with reeded frame is very smart. The end tables and glass top cocktail table have pierced ends for lightness of appearance, and flared legs. A large and varied selection of new Pendec upholstery covers in all types is available in the full range of related Pendec colors for all Pendec co-ordinated accessories.

The breakfront secretary in swirl mahogany veneer is useful and beautiful in any living room because it has ample storage space, bookshelves and a writing desk compartment. It is Eighteenth Century English in style and properly scaled for smaller living rooms.

The small Sheraton occasional chair has graceful lines and real comfort with full upholstered seat and piped back.

The Sheraton open arm pull-up chair has a postured back and full upholstered spring seat. It makes a very comfortable occasional chair, used singly or in pairs.



PENDEC SCHEME 217S



*Pendleton Furniture and Pendec
Coordinated Merchandise Will Make
Your Home A Thing of Beauty*

A WELL-DECORATED house is made up of well-selected details. To assist you in achieving that final degree of perfection which depends so much on decorative detail, Pendec manufacturers have collaborated to produce matched accessories for every room — matched in color, many of them matching in design as well. Whether you choose to carry one tint throughout all of a room's accessories, or repeat a single pattern in a combination of two or more harmonizing colors, you will find a wealth of Pendec merchandise in matching and complementary tones, created expressly to permit flexibility of color planning to your individual taste.

(Left above) Towels in Pendec colors harmonize with shower curtains of matching hue to bring new beauty to your bathroom.

(Left below) Closet accessories in Pendec's own daisy pattern harmonize with the daisy fabrics, bedspreads and rugs.

Candy Stripe, a pattern exclusive with Pendec, carries the rose theme which occurs in many Pendec furnishings.

ROSE GARDEN (210A below) Here is the red rose symbol of love, and you will love this gay, washable bedroom.

The functional furniture from the Twentieth Century American Pendleton ensemble (described on pages 2 and 3) is completely at home with the old-fashioned rosy charm of the embroidered cotton bedspread, curtains and rug. Red roses in the shadow boxes underscore the theme. Here is an example of the practical use of this functional mahogany ensemble in furnishing the small bedroom to best advantage. There are dressers, chests, commodes, and vanities available in different sizes, used together or singly to fit your wall and floor spaces to best advantage. These charming bedroom pieces can be assembled in many interesting combinations.

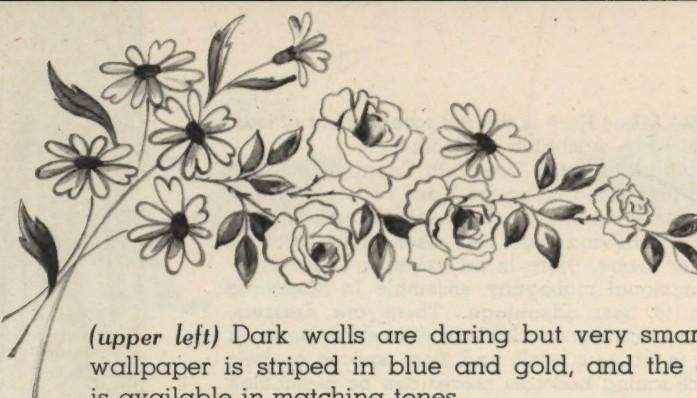
PENDEC SCHEME 210A



PENDEC SCHEME 214

HEARTS AND FLOWERS (214 above) Pendec candy box stripe we call this charming print which, in its 18th Century quality, is so consistent with the Colonial mahogany furniture used here. The fabric is green and white, the wallpaper a matching stripe in pink and white. Bedside lamps of painted tole in Pendec rose complete this decorative scheme.

The poster bed and large dresser are part of an extensive Pendleton group of American Colonial bedroom pieces in rich hand-rubbed mahogany finish,—offering a wide selection of good reproductions in this popular period.



(upper left) Dark walls are daring but very smart. The black wallpaper is striped in blue and gold, and the daisy border is available in matching tones.

Also shown is a detail of the daisy drapery fabric used in Pendec Scheme 202, the delightful bedroom which owes much of its charm to the judicious repetition of this single motif.

(lower left) The photograph reveals the texture of Pendec twist-surfaced carpets, satisfying the texture interest of today.

At the left is the detail of the inexpensive printed drapery fabric used in Pendec Scheme 210, a smart simple design which harmonizes with many period styles.

At the right are details of three of the many trimmings available in Pendec colors.

(upper right) The daisies are the motif of Pendec's new dinnerware, available in matching tones. The monogrammed place doilie and napkin have a novel border treatment which echoes the tinted flanges of the gracefully decorated Pendec dinnerware and develops an interesting use of color in this delightful table setting.

(lower right) Pendec Caribbean leaf design forms an effective border on this handsome tablecloth, and Pendec daisies flaunt their lovely tints on matching sets of cloth and napkins to bring a festive note to your table.

These smart designs stand on their own merit, and would add gaiety and color to any dining room.

Note: If any of the patterns illustrated in this brochure become unavailable because of present conditions, suitable substitutes will be offered.

Come in to See Our Pendleton Shop Make it Your Home Shopping Headquarters

If you're planning to do over a corner, a room, or an entire house, the Pendleton Shop, with the new rooms and the accompanying Pendec Co-ordinated Merchandise, makes your task amazingly simple, amazingly inexpensive. No costly trial and error, no wasted shopping time, trying to match a fabric to a rug. Everything you buy in Pendleton — from furniture and draperies, lamps and pictures, to bedspreads, linens and towels — even wallpapers and paints — has been color-planned and styled to go together by Joseph B. Platt, America's master artist-decorator. The nine basic colors, the periods and patterns are carried through from year to year, so you can build as you go along. And this is the year to start, when the times make it more important than ever to keep up the homes we're fighting for.

Pendleton Furniture is created by
**Robert W. Irwin Company of Grand Rapids, makers of
fine furniture for over seventy years.**

*Pendec Collaborators

A Distinguished List of American Manufacturers

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Carpets

MOHAWK CARPET MILLS, INC.

Closet Accessories
HENRY ENRICH CO.

Chintzes and Cretonnes
CYRUS CLARK CO., INC.

Lamps

EASTERN ART STUDIOS, INC.

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Needletufted Rugs

TUFTED ACCESSORIES DIV.

CABIN CRAFTS

Pictures

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Dundee Towels

DUNDEE MILLS

Dinnerware
STEUBENVILLE POTTERY CO.

Fabrics

(Furniture and Drapery)

COHN-HALL-MARX CO.

Furniture

ROBERT W. IRWIN COMPANY

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RAYMOR MFG. DIV., INC.

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BARTMANN & BIXER, INC.

Shower Curtains

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Bedspreads, Embroidered

CABIN CRAFTS

Wallpaper

KATZENBACH & WARREN, INC.

*TRADE MARK REG. U. S. PAT. OFF.



We hold the exclusive franchise in this city for the sale of *Pendleton* Furniture and *Pendec* Coordinated Merchandise — produced by a distinguished group of national manufacturers for leading stores. Our Pendleton Display, with the help of our Home Counselors, offers you a wealth of decorative ideas and real assistance in making your home beautiful, — a complete decorative service at no extra cost.

Here you can indulge your personal whims as to color and design, and know the satisfaction of buying distinctive quality furniture and correlated furnishings at moderate cost — with perfect Pendleton room settings to guide you.

Now is the time to devote attention to your home. You are cordially invited to see this inspiring new coordinated homefurnishing display.



PENDLETON FURNITURE AND PENDEC COORDINATED
ACCESSORIES ARE PRESENTED EXCLUSIVELY IN DALLAS

BY

SANGER BROS.

THE BEST PLACE TO SHOP FOR ALL